



Public Affairs Specialist

Department: Public Affairs

Class Code: 1181

EEO Code: 25

FLSA: N

Effective: 01/04/1998

GENERAL STATEMENT OF DUTIES:

Under general supervision; performs work of moderate difficulty in providing creative graphic design and pre-production assistance to the Department of Public Affairs; and performs other work as required.

SPECIFIC STATEMENT OF DUTIES:

Creates graphics for pamphlets, brochures, and other publications on County programs and activities using Macintosh-based graphics design software; interviews clients to determine graphics needs; designs print products by developing preliminary design, producing a design layout, and creating a final product which meets the needs of the client; monitors costs of projects and looks for cost-savings; coordinates internal and external printing; interacts with printers and other vendors to ensure quality production of printed products; takes photographs for various articles as necessary; maintains and updates a photo archive system; responds to public relations questions from the general public and County employees as needed; assists departments with graphic designs for exhibits and other special events; provides public relations support to other public affairs staff as needed; and performs other work as required.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

Knowledge of the principles and practices of graphic design and desktop publishing; of four color print production; of photography as related to print product design and production in media relations; of editing graphics.

Considerable skill in organizing and completing multiple task in a timely manner, in communicating, both orally and in writing; in establishing effective working relationships with the media, citizens, employees, vendor and County officials.

Ability to effectively utilize photography equipment, a color scanner, personal computer and related desktop publishing/graphics design software, and photo editing software.

MINIMUM EDUCATION AND EXPERIENCE:

Bachelors degree in Graphic Arts, Communications or related field and one year of graphic design experience; or an equivalent combination of training and experience.

ADDITIONAL REQUIREMENTS:

Must obtain a valid vehicle operators license.

<p>This class specification is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.</p>
